

REMARKS/ARGUMENTS

Claims 1-11 are pending herein. Claims 1 and 5 have been amended to clarify that the claimed content data processing system initiates contact with prospective customers by displaying a selectable image or other advertisement. This amendment is supported in the specification at page 8, line 9 – page 9, line 8. Applicant respectfully submits that no new matter has been added.

Claims 1-11 were rejected under §103 over Lalonde in view of Rogers and in view of Eggleston. Applicant has amended claims 1 and 5 to clarify that the claimed content data processing system initiates contact with prospective customers by displaying a selectable image or other advertisement. The Lalonde reference discloses an interactive computer system in which buyer characteristics or preferences are stored in a buyer database. Lalonde's system either (i) only provides solicited information in response to a user's request or (ii) provides unsolicited information only to previously registered persons about whom the system has stored interests or characteristics information (see page 6, lines 5-10). Additionally, Lalonde's disclosed routing system initially converts all received data, regardless of received communications protocol, into a generic communications protocol.

Rogers discloses "registering" product information (i.e., serial number) of a product being purchased, but Rogers does not disclose registering the user as asserted by the Examiner. Rogers simply provides a register receipt to the customer for a completed purchase that contains additional product information, namely a serial number and verification number, for registering the product sold in case of a return by the customer. Further, the Rogers disclosure does not disclose or relate to a user registering to be eligible for a prize.

Eggleston discloses multiple variations of customer loyalty/awards programs, such as frequent flyer miles programs, in which users can participate over computer networks, including the Internet. The customer loyalty/awards program participants must first register and then typically purchase substantial amounts of products or

services before being eligible for any award. The customer loyalty/awards programs disclosed by Eggleston also require the customer to log in to the site. (See Col. 6, lines 5-12).

The cited references fail to disclose or suggest a system that initiates contact with a previously unregistered user by displaying an image or other advertisement, as is now recited in amended claims 1 and 5.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,



Stephen P. Burr  
Reg. No. 32,970

SPB/JAW/gmh

BURR & BROWN  
P.O. Box 7068  
Syracuse, NY 13261-7068

Customer No.: 025191  
Telephone: (315) 233-8300  
Facsimile: (315) 233-8320